Engagement and Data Gathering Session

Group engaged: City of Nacogdoches Administrative Leadership  
SPT Partners: Davis & Franks  
Date: October 27, 2014  
Design: Carousel meeting design was used to identify perceived strengths (S), weaknesses (W), opportunities (O), and threats (T)  
Attendees: 12

Top 5 Strengths

• Beautiful campus  
• Location in Nacogdoches – City friendliness, charm, and beauty  
• Close student/teacher interactions  
• Nacogdoches has low crime rate  
• Ph.D. faculty teaching in the classrooms

Top 5 Weaknesses

• SFA too internalized (town/gown existence)  
• Not enough variety of activities in Nacogdoches  
• Student retention, possibly due to lack of local activities  
• Lack of school spirit/pride and alumni engagement  
• Parking on campus

Top 5 Opportunities

• More town/gown interaction, faculty need to engage in community  
• Increase SFA/NISD partnerships  
• Develop continuing education for vocations  
• Increase engagement in local music, art, cultural arts, history  
• Increase student skills development through more internships and volunteering

Top 5 Threats

• Town/Gown exclusiveness, SFA faculty & administration need to engage more in the community  
• Students go home on weekends, reduces connectivity to SFA  
• Increasing faculty loads and administrative disconnect to classes  
• Student housing and neighborhoods  
• Lack of school spirit